

SEAT No. _____

No. of Printed Pages : 01

[45]

SARDAR PATEL UNIVERSITY

BCOM REGULAR (THIRD SEMESTER)

RURAL MARKETING

UB03DCOM56

Date: - 9/1/2021

Time:-2.00 to 4.00 p.m

Total marks:- 60

Note: - Attempt any four questions out of eight questions

Q.1) Discuss the scope and importance of rural marketing. (15)

Q.2) Discuss the taxonomy of rural market in detail. (15)

Q.3) Explain the buying decision process (15)

Q.4) Describe the factors affecting consumer behavior (15)

Q.5) Explain the new product development process (15)

Q.6) Describe the stages of product life cycle with example. (15)

Q.7) Explain the objectives of pricing (15)

Q.8) Write a detailed note on factors affecting pricing (15)

— X —

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